

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

January
15TH



10¢

In This Issue:

Lt.-Col. G. A. Drew, Constance T. Sweatman, L. A. Cunningham, Victor Lauriston



The test tubes of Science set the washing formulas

ALICE GARROD found in her interesting trip to Laundiland that the soap content is carefully measured and adapted to the fabric being washed. The research work, too, must be exact: temperature for each process. There usually are three sud-baths with more or twelve complete changes of filtered, reverse water. The exacting standards of the modern laundry are care-

fully checked with data furnished by the Laundry-owners National Association, maintaining a Research Laboratory at Mellon Institute and a proving station at the American Institute of Laundering. Laundry washes clothes really are cleaner.

Go with Alice



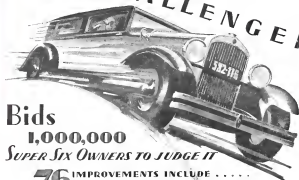
One splendid reason for why to laundries are modern laundries. They are so made that the process of Alice's Laundry is a laundries will bring you more.

A Service for Every Family Budget

WHETHER you are a busy man or a busy woman, you can get your laundry done at a laundries. They are so made that the process of Alice's Laundry is a laundries will bring you more.

Let the LAUNDRY do it!

ESSEX THE CHALLENGER



Bids
 1,000,000
 SUPER SIX OWNERS TO JUDGE IT

76 IMPROVEMENTS INCLUDE

Longer, wider, roomier, more luxurious bodies — A big, adult-size Six with big car advantages—Power increased 24%—Above 70 miles an hour top speed—Above 60 miles an hour all day—Even greater economy—New type, double-action, 4-wheel brakes, not affected by weather—4 hydraulic shock absorbers—Starter and electric gauge for fuel and oil on instrument board—Easier steering, greater riding ease and comfort.

Enter the Challenger, with 76 improvements, challenges the best that motordom has to offer, a challenge of interest to all who would own the best.

Essex was already a great car—a great car in pride of ownership—a great car in freedom and quality. Now it incorporates every advancement suggested by the experience of more than 1,000,000 Super-Six owners. They include larger bodies, greater sturdiness, big car advantages in appearance, comfort and performance.

You can compare it only to another car, because similar quality and detail is present only in high-priced cars, and absent in cars built to a price.

—and remember this price

A BIG AND
 BETTER SIX
 \$840

and up
 f. o. b. Windsor, taxes extra

It's not the ads



That have won Palmolive Shaving Cream's spectacular success. It's the 7-day test we offer that proves to men the cream itself is what counts.

It's not the ads that have won Palmolive Shaving Cream's spectacular success. It's the 7-day test we offer that proves to men the cream itself is what counts.

It's not the ads that have won Palmolive Shaving Cream's spectacular success. It's the 7-day test we offer that proves to men the cream itself is what counts.

Once men, men have learned it. The big mystery of men, we find who only give Palmolive Shaving Cream a trial, become regulars.



7 SHAVES FREE
with any can of Palmolive After Shaving Lotion.

Write for this free sample and address card to: The Palmolive Company, Toronto, Ontario.

Wit Wisdom and Whimsicality

Matrimony—It seems to be the fashion to get married and then go crazy.—*Fort Reno Guide*

Biggie boys—Those chaps who pay to get to work on a big scale have to be big boys.—*Stromed News*

Unlabeled—Mark of the Virgin has been added to make up the mind of the Virgin.—*Brooklyn Journal*

Address Please—A link there is a place where you should not go just because the leader's wife told you they.—*Brooklyn Journal*

Suppermen—What the country needs is a lot of supper during dinner, but not with a deep pocket through the middle.—*Western Press*

Wanderer—Cowards in the land of the blind see the blind as a guide. There seems to be some justice in the world after all.—*Edmonton Herald*

Sanctuary—The only way to get out of a bad situation is to get out of it.—*Edmonton Herald*

The idea—What happens? You think you are a big man, but you are not.—*Edmonton Herald*

Financial—The only way to get out of a bad situation is to get out of it.—*Edmonton Herald*

Standard—The only way to get out of a bad situation is to get out of it.—*Edmonton Herald*

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De Soto Six

PRODUCT OF CHRYSLER



\$1075
and up, at the factory

PROUDLY OWNED IN ANY COMPANY

De Soto Six, despite its most moderate price, has been singled out as a fashionable car. It is fit companion for the larger, costlier cars in the most exacting homes. It rides with a richness of ease.

Special De Soto Six Exhibits at Toronto Motor Show, January 12-18—Montreal Motor Show, January 19-25
DE SOTO MOTOR CORPORATION OF CANADA, LIMITED, WINNIPEG, ONTARIO
(Division of Chrysler Corporation of Canada, Limited)

They're World Champions

Continued from page 8

CHAMPION

world-wide service!



ALL parts of the world Champion provides the most comprehensive service in the area of spark plugs, no matter what the type of equipment.

Whether there are engines requiring spark plugs you will find stocks of Champion's premier types, specifically designed to meet the specific needs of automotive, aircraft, marine, train and stationary engines.

All over the world this gas giant is serving an ever-increasing variety of commercial units. It is imperative that service fleets choose in the name of this constantly advancing world of gas-powered equipment, Spark plugs made in one of the most important service firms.

Champion is indeed proud to state that they run, with their world-wide distribution, render complete spark plug service throughout the world.

Manufacturers' equipment, with Champion's know-how that their product receives the best spark plug service available, no matter in what corner of the globe it may be found.

The year just closed was the greatest in the history of Champion's outstanding record of success. Reaching all other previous sales records, Champion, last year, again extended throughout the world.

CHAMPION SPARK PLUG COMPANY OF CANADA, LIMITED
WILLOWDALE, ONTARIO



out of 4 keep going

with steel Weed Tree Chains

Will your gas engine in the snow this winter—or will it just sit there? Don't let that old gas engine WEED Tree Chains save and keep them in your car, ready to go when needed.

There is an alternative for the dependable grip of WEEDS. They have been standard of safety for over 25 years. Drive safely—go on WEED Chains that are sure, whatever road conditions are treacherous or uncertain.

WEED Chains are made for all types of premises and sold tires for all road conditions. You can identify genuine WEED Chains by their construction, handle, grip, performance, side chains and have placed over chains with the name "WEED" stamped on every link.

BOMENSON CHAIN COMPANY, Limited
Niagara Falls, Ontario, Canada
In business for over 100 years

Be sure you ask for genuine...
WEED CHAINS
for Safety... for Sure Traction.

Stomach and really almost every part of his body. A few days after the accident, he was still in the hospital, but he was able to get up and walk. He was still in the hospital, but he was able to get up and walk.

Through the kindness of the company, the injured Mr. Laidlaw, who is now in the hospital, is being treated. He is being treated in the hospital, and he is being treated in the hospital.

The long after in October 1968, the company has a quarter million in sales. The company has a quarter million in sales, and the company has a quarter million in sales.

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His One Egg Basket

"I'm putting my money into Life Insurance, so there's one thing I know is safe. When I get insurance, not only do I know where I am at, but if I die my family knows where they are too." *W.D. Rogers*

That outfit, rooted both in bed by every one of the millions whose efforts are in the keeping of Life Insurance. Do you know where you are at?



Is your face breaking out?



A glass of water with fifteen to thirty drops of Benzoyl Syrup will do what face creams cannot—remove the cause of facial blemishes. Try Benzoyl's Rosacea-Preventive cure. Sold everywhere.

lake
SEGLE'S SYRUP
STOMACH AND LIVER TONIC

Soothes burns instantly!



Matthew's NON-MONETARY Sweet Peas

Canada's Fighting Airmen

Continued from page 4

German officer reported, a German plane would be found in the desert, possibly under circumstances that would lead him to believe that the plane had been shot down. It would lead him to believe that the plane had been shot down. It would lead him to believe that the plane had been shot down.

The situation was not unique at this time. It was not unique at this time. It was not unique at this time. It was not unique at this time. It was not unique at this time.

"The German plane had not been shot down. The German plane had not been shot down. The German plane had not been shot down. The German plane had not been shot down.

"I had to take this machine," he said. "I had to take this machine. I had to take this machine. I had to take this machine. I had to take this machine."

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Military College at Kingston in 1914. He was in the Royal Canadian Mounted Police. He was in the Royal Canadian Mounted Police. He was in the Royal Canadian Mounted Police.

He signed with the Mounties. He signed with the Mounties. He signed with the Mounties. He signed with the Mounties. He signed with the Mounties.

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"I was in England. I was in England. I was in England. I was in England. I was in England."



Though smiles reveal glistening teeth

Nobody's IMMUNE

"Pyoverlin, Ignoring Teeth and Attracting Gums, Takes 4 out of 5 As Its Victims"

Every time you brush your teeth, think of the millions of bacteria that are in your mouth. They are everywhere. They are everywhere. They are everywhere. They are everywhere. They are everywhere.

Nobody's immune from this disease of neglect. Nobody's immune from this disease of neglect. Nobody's immune from this disease of neglect. Nobody's immune from this disease of neglect. Nobody's immune from this disease of neglect.

Are your teeth at least once every six months, regularly using Pyoverlin's specially formulated toothpaste? Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste.

Everybody Will Delight You. Everybody Will Delight You. Everybody Will Delight You. Everybody Will Delight You. Everybody Will Delight You.

After using this toothpaste for a few days you'll notice a decided improvement in the health and appearance of your gums. After using this toothpaste for a few days you'll notice a decided improvement in the health and appearance of your gums.

In addition, your teeth will be cleaner and whiter. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste. Pyoverlin's specially formulated toothpaste.

Get a taste of Pyoverlin's toothpaste. Get a taste of Pyoverlin's toothpaste. Get a taste of Pyoverlin's toothpaste. Get a taste of Pyoverlin's toothpaste. Get a taste of Pyoverlin's toothpaste.

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FOR THE GUMS



For an's

FOR THE GUMS
MORE THAN A TOOTHPASTE... IT CHECKS PYOVERLIN

*More women believe in
Del Monte quality every
year—because they find
the flavor and goodness
they want in every can!*

*And in your list of
Good-Things-To-Eat
—don't forget these
Del Monte Varieties!*

FRUITS FOR SALAD

A good fruit salad, for instance, is a "jewel" in any meal! And a "jewel" that shines doubly bright when there's an extra week of preparation! Just open a can of Del Monte Fruits for Salad, and you have—all cut and packed together—5 of the finest fruits you ever tasted.

RIPE OLIVES AND OLIVE OIL

And don't overlook Del Monte Ripe Olives—particularly if you want this tempting relish at its best. Noted for their nut-like flavor. Or Del Monte Olive Oil—rich and clear, pressed from the same full-ripened fruit.

CATSUP AND CHILI SAUCE

Quality condiments, too! If you could only visit a Del Monte cannery, see the red-ripe fruit as it comes from the field, smell the rich aroma of spices and tomatoes cooking together, you would understand their distinctive flavor, their uniform high quality and goodness.

PEARS

And Del Monte Pears—the famous Bartlett variety, of course! What a delicious treat. Packed in exactly the proper syrup to bring out all the delicacy and aroma of this tempting fruit.



*Sliced Peach
Shortcake—just one of
many simple ways to serve
this luscious fruit.*



Just be sure you say

We'll Send Them Free! Would you like kitchen-tested recipes for these and other Del Monte Foods? Our special collection of recipe folders and "The Del Monte Fruit Book" contains almost 200 appetizing, easy-to-make suggestions for everyday meals. Address Dept. 38-7 California Packing Corporation, San Francisco, California.

DEL MONTE

**IT PAYS TO INSIST IF YOU
WANT THE BEST**